



## **FLOUTING MAXIM IN CREATING HUMOR IN STAND-UP COMEDY COMPARATIVE STUDY BETWEEN MINANGKABAUNESE “RIN HERMANA” AND AMERICAN “K-VON”**

**Fitrisia Yola Jefelia<sup>1</sup>, M. Zaim<sup>2</sup>**

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: [yolajefelia1@gmail.com](mailto:yolajefelia1@gmail.com)

### **Abstract**

Some people may misunderstand when communication and fail to obey the maxim that is called flouting maxim. Grice (1975) proposed four types of flouting maxims, they are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. People who disobey the maxims can be found in creating humor. In this study, conversation in creating humor became a data source, and Stand Up Comedy Minangkabaunese Rin Hermana and American K-Von were chosen to be analyzed. The purpose of this study is to find out what type of maxim they flouted the most and the differences on both of the Stand Up Comedy. The method of this research is descriptive research. It is found that there were total of 32 utterances that flout the maxim. The results show that Stand Up Comedy Americans flout the maxim the most with 18 utterances while Minangkabaunese with 14 utterances. It is also found that the differences in flouting maxim of both of the Stand Up Comedy show that in Minangkabaunese Rin Hermana flouts maxim of quantity and manner with the highest number of 7 and 5 utterances while Flouting maxim of quality and relevance rarely appeared with 2 and 0. American K-Von flouts maxim of quality and quantity the most with the highest number of 8 and 5 utterances while flouting maxim of manner and relevance with number of 4 and 1 utterances.

**Key words:** Flouting Maxim, Humor, Stand Up Comedy Minangkabaunese and American

### **A. INTRODUCTION**

Pragmatics helps communication run effectively. As we know communication serves the purpose of conveying information through various processes to achieve specific goals. To avoid misunderstanding or errors in communication, in linguistics there are cooperative principles that study how

<sup>1</sup> English ELLSP of English Department of FBS Universitas Negeri Padang graduated on September 2024

<sup>2</sup> Lecturer of English Department of FBS Universitas Negeri Padang



humans communicate effectively in conversation in common situations. Cooperative principles ensure every speaker in a cooperative setting understands the intended meaning of Grice (1975), namely Grice's maxims. According to Paul Grice (1975), he has four types of cooperative principles for success in communicating and helps to establish some implicature. It is the four maxim principles, namely maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Grice in Jufrizal & Refnaldi (2008) states that someone who openly disobeys the maxim by looking for another meaning is called a conversational implicature, namely looking for additional meaning. So, the process of producing meaning is called the flouting maxim. Flouting maxim can be found in various types of conversation, for example in film scripts, speeches, or humor. Usually Flouting maxim is often found in humor.

Humor, as we know, is something that people do, whether spontaneously or not, which has the concept of entertainment. The flouting maxim can be found in humor with different senses of humor that people have which results in some people not understanding what the implicit meaning is in it. One variety show that is famous for its humor concept is stand-up comedy. In stand-up comedy the comic artists are very careful in discussing something so that the audience can understand what is being conveyed in the form of entertainment.

Several previous studies have discussed the flouting maxim. First, there is a research which focused on flouting maxim on Talk Show (Rofa & Didin, 2020) which has a research objective of looking for the performed flouted maxims by the hosts and the guest and reveal the reasons behind the occurrence of the maxims. Another study by Vicente (2020) was conducted on a movie. This research is to confirm such a claim by focusing on the instances of violating and flouting of maxims and the purpose of it is served in an intertwined context of reality and fiction in the television adaptation of Margaret Atwood's *The Handmaid's Tale*. The third study that focuses on flouting maxim that focuses on creating humor is research by Sara, Ghaleb, and Andrew (2022). This research aims to identify and analyze how conversational maxims are flouted to create humor.

The next research is by Zufadli, Faisal, and Putri (2019) was conducted on a movie. This research aims to identify the types of flouting maxims and to seek out the reason behind those flouting performed by the Alfi character in the movie. Next, there is research by Humairatul (2021) which conducted on TV Show. This research focused on compare the types of flouting maxims in Madurese humor "Dullatep Malliyeh" and Javanese humor "Bocah Ngapa(k) Ya" using Grice's theory (1975) and the factors that most influence flouting maxims in creating humor. Finally, there was a research by Ayu & Ariyanti (2019) which conducted on Stand-Up Comedy. This research focused on finding the type of maxim that each comic flouts the most which is looking at the differences of the nationalities and cultures.

This research tries to compare by looking at the different language which is Minangkabau and American by creating humor. The purpose of this research first, to find out maxims that frequently flouted in Minangkabau

and American humor. Second, to find out the differences of flouting maxim between Minangkabaunese and American in creating humor.

## B. RESEARCH METHOD

The type of research uses descriptive qualitative research which describes phenomena that occur in stand-up comedy. The data of the research are the utterances delivered by the comedians in stand-up comedy that contains flouting maxim. The source of the data is Rin Hermana's stand-up comedy in his YouTube channel and K-Von's stand-up comedy in his YouTube channel. This media comedy is taken from their five latest stand-up comedy. The main research instrument is the researcher herself. In technique data collection, the method that the researcher uses is the observation method by paying attention to the language in the stand-up comedy. In technique data analysis, the method that researchers use is the identity method by classifying the language used. The technique used in analysing data is the comparison technique, where this technique looks for differences between the two things being compared which are Stand-up comedy Minangkabaunese and American.

## C. RESULT AND DISCUSSION

### 1. Research Finding

There are 10 videos from both of the comedian, 5 by Rin Hermana and 5 by K-Von in their YouTube Channel. The data founds into four types of flouting of maxim and section which is Minangkabaunese and American Stand-Up Comedy in this following tables below:

Table 1. Flouting Maxim in Stand-Up Comedy Minangkabaunese and American

No	Flouting Maxim	Section		Number
		Minangkabaunese	American	
1.	Flouting maxim of Quantity	7	5	12
2.	Flouting maxim of Quality	2	8	10
3.	Flouting maxim of Relevance	-	1	1
4.	Flouting maxim of Manner	5	4	9

Based on the table, there are 14 utterances that has flouting maxim in five videos Stand Up Comedy Minangkabaunese by Rin Hermana. It requires flouting maxim of quantity, quality, and manner which the most maxim that frequently flouted is maxim quantity. In addition, there are 18 utterances contain flouting maxim in five videos of Stand-Up Comedy of American. It requires flouting maxim of quantity, quality, relevance and manner which the most maxim that

frequently flouted is maxim quality. Below is the example of flout of maxim found in the research.

a. Flouting Maxim in Stand-Up Comedy Minangkabaunese

In the Stand-Up Comedy of Minangkabaunese by Rin Hermana, the researcher found 14 utterances in 5 videos in his YouTube Channel. The most frequently flouting maxim occurs is quantity. In addition, flouting maxim of relevance hardly to be found.

1) Flouting Maxim of Quantity

Flouting maxim of quantity means that the speakers fail to fulfil the maxim of quantity in the cooperative principle. It occurs when the speaker blatantly gives more or less information as it required. In Stand-Up Comedy Minangkabaunese the researcher found 7 utterances of flouting maxim in below:

Datum 1 / Barabuik Kolor (Fighting Over Underwear)

A bukti nyata keluarga tu miskin kawan-kawan? Cubo takok. Apo bukti nyata keluarga ko miskin? (What is the real evidence of poor family? take a guess. What is the real evidence that the family is poor?)

Context: In this context, Rin Hermana as the comedian opens his jokes by asking the audience what is the real proof that a family is poor. Asking the audience Rin Hermana didn't get the answer because some audience is just curious about what will Rin say next.

Analysis: Based on Grice, this utterance contains flouting maxim of quantity which is the speaker repeating the same words of "A bukti nyata keluarga tu miskin kawan-kawan" and "Apo bukti nyata keluarga ko miskin?". It means the words are repeated to implicitly show his feelings. By repeating the words, it same as the speaker brings out a lot of information. This utterance flouts the maxim quantity by giving more information.

2) Flouting Maxim of Quality

Flouting maxim of quality means that the speakers fail to fulfil the maxim of quality. The speaker says something that does not represent with the fact or think. It may be use hyperbole, metaphor, irony or banter to flout the maxim. In Stand-Up Comedy Minangkabaunese the researcher found only 2 utterances flouting maxim in below:

Datum 4 / Barabuik Kolor (Fighting Over Underwear)

Manuruik den, keluarga ko dinyatakan sebagai keluarga miskin kalo di rumahnyo indak adoh tisu. Kalo di rumah kalian ndak do tisu? Fix kalian urang miskin. Karano urang miskin ndak peduli jo



tisu do, nyo peduli jo kain lap. (In my opinion, a family is declared a poor family if there are no tissues in their house. If you don't have tissue at home, fix it, you are poor. because poor people don't care about tissues, they care more about rags)

Context: In this context, Rin tries to give his opinion about how poor people in their live. For example, he states that a family is declared poor if there is no tissue at home. He also adds that poor families only care about rags rather than tissues.

Analysis: Based on Grice's theory about the Flouting Maxim, this utterance is flouting the maxim of quality which is the speaker gives a false statement and gives less evidence to his utterance. By saying that a poor family is when there is no tissue in their house. Instead of it he also gives an untrue statement that poor families only care for the rag. That's why this utterance flouts the maxim of quantity by giving an untrue statement.

### 3) Flouting Maxim of Manner

Flouting maxim of manner is when the speakers make utterances which is ambiguous and not clearly. People tend to flout the maxim of manner due to several factors which is one of them is creating a humor. So, in Stand-Up Comedy Minangkabauense the researcher found 5 utterances flouting maxim in below:

#### Datum 5 / Barabuik Kolor (Fighting Over Underwear)

Bacakak kami, tibo amak den “manga kalian bacakak anjiang?”. Iko ma, kolor den nyo ilangan e dek paja ko aa”. “ndak do nyo ilangan e tu do, amak yang pakai ko a” kecek e. (We were fighting and my mother came "why are you fighting dogs?" my underwear was lost by him. "He wasn't the one who lost it, it was me who wear it," she said

Context: In this event, Rin explains that he wrangled with his younger brother about the problem of missing underwear. Then his mother came because she heard the commotion from her children and immediately asked what her children were arguing about. Then Rin explained to her mother that his younger brother had removed his underwear, but his mother immediately interjected that the underwear was not lost and was not even worn by his younger brother but was used by his mother.

Analysis: Based on the theory of flouting maxim, in this utterance, the mother's statement is ambiguous, because what the mother wears is her own child's underwear, where the child is a boy. It is also unclear why the mother was wearing her child's underwear. This utterance is a flouting maxim of manner where the speaker tries to explain the situation and it contains ambiguity.

b. Flouting Maxim in Stand-Up Comedy American K-Von

The researcher analyse the Stand-Up Comedy of American by K-Von. The researcher found 18 utterances in 5 videos in his YouTube Channel. The most frequently flouting maxim occurs is quality. In addition, the researcher just found one flouting maxim of relevance in Stand-Up Comedy American. The following explanations shows the analysis of the Stand-Up Comedy of American:

1) Flouting Maxim of Quantity

Flouting maxim of quality happens when the speaker flouts the maxim by giving too much or little information. In Stand -p Comedy American, the researcher found 5 utterances flouting maxim in below:

Datum 15 / Black vs Persian in The Airport

His job looked pretty boring, my job seems fun in comparison because he does make sure “it's you and all right, you can go, All right next”.

Context: In this event, K-Von explains that when he was at the airport, he said that there was a black dude checking IDs and that the black dude's job was pretty boring than his job. Then, K-Von also explains that the dude just said the same thing to others like “All right, next” or “All right you can go”.

Analysis: Based on the Flouting maxim theory, this utterance is flouting the maxim of quantity by repeating the same words and giving less information instead of saying “All right, next”. This flouts the maxim of quantity that contains less information giving the same words as the checking ID's passenger.

2) Flouting Maxim of Quality

Flouting maxim of quality occurs when the speaker implies the information which is not suitable with the fact or lying. In Stand-Up Comedy American the researcher found 8 utterances flouting maxim in below:

Datum 17 / Black VS Persian in The Airport

So, when I got to him, I said ‘I'm going to try to make him laugh, which is hard for a Persian to make airport security laugh’. That doesn't happen every day but I'm half Persian I knew what to do.

Context: In this context, K-Von explains that he wanted to make airport security laugh which is kind of hard for him to do. Indeed, he believes in his self that he could do that because he is half-Persian.

Analysis: Based on Grice's Theory, this utterance is flouting the maxim of quality which contains an untrue statement. There is no evidence for the statement by saying that hard for Persians to make airport security laugh. There isn't any proof and fact about that statement.

### 3) Flouting Maxim of Relevance

Flouting maxim of relevance happens when the speaker conveys any information that is not relevant in the context of the conversation or the speaker fail to be relevant in communication. In Stand-Up Comedy American the researcher found only 1 utterance flouting maxim in below:

Datum 26 / Women's Soccer?!

Victoria's Secret paid her a million dollars that's right and if you've seen her body, she has no secrets, let's be real. I have bigger Secrets than Megan Rapino if anyone wants to know. Right here, sir you got some bigger boobies than Megan right there, hell yeah. You too, you got some big old boobies right there yeah. We should be angel diversity, yes, diversity, make us Angels.

Context: In this context, K-Von explains that Victoria's Secret paid Megan Rapinoe a million dollars and he connected it to the body of Megan Rapinoe which has no secrets. Then, he discusses the boobies and tells the audience "Sir you got some bigger boobies than Megan right there, hell yeah". He also adds people should be angel diversity.

Analysis: Based on Grice and Cutting, this utterance is flouting the maxim of relevance which contain changing topics when at first talks about Victoria's secret that Megan Rapinoe is the sponsor of that but the speaker discussed the secret in the body of Megan Rapinoe and connect it with the audience to make humor about comparing his audience's bobbies to Megan Rapinoe boobies.

### 4) Flouting Maxim of Manner

Flouting maxim of manner happens when the speaker says something that ambiguous and unclear statement. The researcher found 4 utterances flouting maxim in Stand -p Comedy American in below:

Datum 20 / Black vs Persian in The Airport

"you ain't black after all Kayvon Moeasy". Wow really in front of everybody he's like "look at the X-ray, you Persian, you ain't black. Matter of fact you have Persian you ain't even full Persian right". I turned into a Karen I'm like "where's your manager just so you know that was racist".

Context: In this event, the airport security told K-Von that he wasn't black after all. The airport security said that after looking at the X-ray. Then the airport security explained that K-Von is Persian and half Persian. After that, K-Von explains that he immediately turned into Karen and asked for the airport security manager because K-Von though it was racist.

Analysis: Based on Grace and Cutting about Flouting Maxim theory, this utterance is flouting the maxim of manner which contains ambiguity by turning into Karen who asks for the manager because the airport security said that K-von is half Persian and not black, and K-von feels that was racist. That's why this utterance flouts maxim of manner that contains ambiguity

c. The Differences of Flouting Maxim between Stand-Up Comedy Minangkabaunese Rin Hermana and American K-Von

The researcher found the differences in flouting maxim that occur in both of the stand-up comedies. The difference between each stand-up comedy has different results, where the difference lies in the type of flouting maxim and the indicators. The table can be show in below:

Table 2. Finding Using Table Indicator Flouting Maxim

No	Flouting Maxim	Indicators	Minangkabaunese		American	
			Datum	Number	Datum	Number
1.	Quantity	More Information	1, 2, 6, 10, 14	5	2	1
		Less Information	3, 7	2	1, 10, 14, 15	4
2.	Quality	Untrue Statement	4, 12	2	17, 18, 22, 25, 30, 31, 32	7
		Hyperbole	-	-	-	-
		Metaphor	-	-	19	1
		Irony	-	-	-	-
		Banter	-	-	-	-
3.	Relevance	Irrelevant Answer	-	-	-	-
		Changing Topic	-	-	26	1
4.	Manner	Ambiguous	5, 8, 9, 11, 13	5	20, 21, 23	3
		Untrue Statement	-	-	27	1
Total				14		18

From the results and table, it can be concluded that stand-up comedy Minangkaubanese Rin Hermana flouting maxim of quantity has the highest number, while stand-up comedy American K-Von flouting maxim of quality has the highest number. The result also shows that flouting maxim of quantity in Minangkabaunese is more often found that the comedian giving more information than is required. On the other hand, in American, flouting maxim of quality is more often found that the comedians say unclear statement.



## 2. Discussion

Based on Cutting (2002), flouting the maxim of quantity is when the speaker gives too much information or too little information. Grice (1975) also stated that “make the contribution as informative as required” and do “not make the contribution more informative than it needs”. The utterance made by the comedian, especially in the Stand-Up Comedy Minangkabaunese with the most frequently found way to create humor is the sub-maxim of quantity. The speaker tends to flout the maxim quantity with gives more information. In creating the humor, the speaker tries to explain more while make the joke. Based on Scarpetta & Spagnoli (2009) on describe the structure of the Stand-Up comedy, the speaker delivered his humor to the audience starting from arriving to the stage and then make the transition to a new joke. The most type of humor that the speaker use is anecdote while anecdote is a joke about story that happen to the speaker. Most of Rin’s Stand-Up comedy in flouting maxim of quantity, found that he tends to explain his humor about his incident in real life such as about how he is a poor family, about how he selling the serundeng and how failed to join the police. Therefore, Stand-Up Comedy Minangkabaunese contains flouting maxim of quantity the most with giving more information than is required to create the humor for the audience.

Based on Cutting (2002) speaker flouts the maxim of quality and may say something that does not representation with what they are thinking. In this case, the speaker creates humor by making untrue statements and less evidence so the audience can laugh and believe what the speaker said. Both of the Stand-Up comedy flout the maxim quality by saying untrue statement. Based on Shade (1996) both of comedian may use type of humor of Irony where they give some untrue statement and exaggerate something. Most of the statements contain untrue and not facts to create the humor so that’s why the speaker disobeys the maxim of quality. Thomas (1995) states that a speaker intentionally disobeys the maxim by not being concise, lacking organization, or resorting to ambiguity. Datum 5 shows that the speaker contains ambiguous utterances by explaining that his mother who the one wearing his underwear instead of his brother. The speaker creates humor by saying ambiguous statements as we know the speaker himself is a man and the one who wears his underwear is his mother. It can be said that the speaker makes humorous statements and flouting maxims.

Four flouting maxims exist in Stand Up Comedy American. The highest number of indicators is flouting the maxim of quality. Most of the utterances contain untrue statements to create humor. According to Yule (1996), individuals must provide honest information and support their statements with evidence. The speaker flouting of the maxim of quality using type of humor of satire, creating humor by conveying a hidden message and mocking specific institutions. This aligns with Berger's view that satire ridicules particular institutions, as noted by Schwarz (2010). The speaker creates humor by saying that the job of the security airport seems boring than his job as a comedian and also he adds that it's a bit difficult for Persians to make airport security laugh which is show untrue statement. Datum 19 shows that the speaker uses metaphor to create humor to make the audience laugh by disobeying the maxim. In this case, the speaker does

that to make the audience laugh by explaining something untrue and less evidence to reach humor.

The differences on the result can be seen that flouting maxim of quantity in Minangkabaunese is more often found that the comedian giving more information than is required. According to Sayuti (2021), Minangkabaunese are good at speaking, which means that Minangkabaunese has characteristics where they are good at speaking in communication. This behavior is influenced by cultural factors. In stand-up comedy minangkabauense they tend to flout the maxim of quantity which is use type of humor of satire that use story telling in explains their humor using high intonation. On the other hand in American by giving less information is more often to be found. Jie (2016:397) notes that American humor tends to be more direct and obvious, reflecting the nature of Americans themselves. It differs from Minangkabaunese humor. The flouting maxim of quality both of the stand up comedy Minangkabaunese and American is more often found that the comedians say unclear statement or. Both of the stand-up comedy flouts the maxim of quality by giving untrue statement to create the humor to make the audience laugh. By giving some exaggeration utterance both of the comedians have the same purpose to create a joke. Humor that involves false statements is usually classified as satire or parody. These forms of humor often use exaggeration or distortion to highlight a point or generate laughter. While this type of humor can effectively critique social issues, there is a danger that it may spread misinformation if the audience cannot tell the difference between the joke and the truth. Based on Scarpetta & Spagnolli (2009) about structure of stand-up comedy, when the comedians flout the maxims, they tend to flout it when it comes to transition to a new joke to another joke and also when expanding successful joke that may improve punchline in their stand-up comedy.

#### **D. CONCLUSION AND SUGGESTIONS**

In conclusion the result of the analysis of flouting maxim in both of the Stand-up comedy can be conclude that 32 total flouting maxims, which is 14 flouting maxims occur in Stand-Up Comedy of Minangkabaunese and 18 flouting maxims occur in Stand-Up Comedy of American. Moreover, the result shows four type of maxim based on Grice, there are three types of flouting maxim that occur in Stand-Up Comedy of Minangkabaunese and four types of flouting maxim that occur in Stand -Up Comedy of American. As we can see what maxim is frequently flout the most is Stand Up Comedy American. The researcher found the differences by the indicator and number of flouting maxims in both of the Stand-up comedy. The flouting maxim of quantity is more commonly found in Stand-Up Comedy Minangkabanese by giving more information. It differs with American that flouting maxim of quality is more commonly found in Stand-Up Comedy American by gives untrue statement.

This research has hope for improvement of the use of maxim principle as the theory in pragmatics research by another researcher with the theory of cooperative principle especially in finding flouting maxim such as the reason to do the maxim or how the speaker flout the maxim. Others researchers can

combine with another theory from pragmatic branch such as politeness strategy, speech act, etc. It also uses another method such as quantitative method to find the number and percent of flouting maxim that maybe can generate new findings. The research hope to make this research can be more developed further. Another researcher can do further analysis for flouting maxim so it can show the finding in specific and complex ways. There is still more questions to ask to get some result for other researcher to analyse this research. It maybe uses the different theory or method to get a novelty for the research.

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